BRITISH COLUMBIA
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BCStats

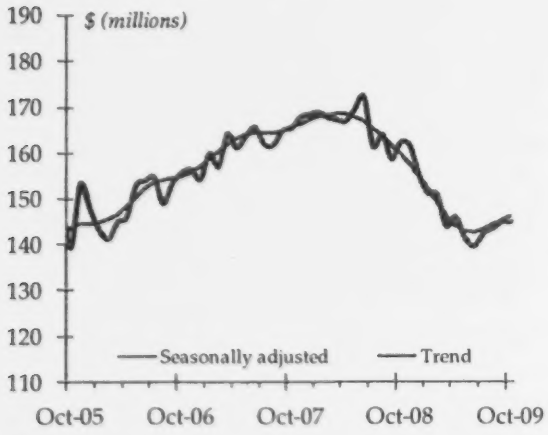
Chad Stroomer & Werner Gründlingh
(250) 387-1124
werner.grundlingh@gov.bc.ca
February 1, 2010
Issue: 10-01

Tourism Sector Monitor ◆ January 2010

Room revenue

Room revenues in BC remained flat (0.0%, *seasonally adjusted*) in October. Northeast performed better than any other development region, breaking a three-month decline with a 9.1% gain. This, together with modest increases in North Coast (+1.4%) and Vancouver Island/Coast (+1.0%), was offset by drops in Thompson/Okanagan (–1.0%), Nechako (–1.3%) Cariboo (–2.0%) and Kootenay (–4.6%). Mainland/Southwest saw no change (0.0%) in room revenue.

Room revenues were unchanged in October



Data Source: BC Stats

Receipts at all hotels inched up (+0.2%) as room revenues at small (1-75 rooms; +1.7%), mid-size (76-150 rooms; +0.8%) and large (151-250 rooms; +0.7%) hotels grew. However, very large (251+ rooms; –1.3%) hotel revenues continued to seesaw. Revenues from room sales at motels fell (–1.7%) for the first time in five months, while all other accommodation establishments gained (+0.5%) some ground.

Table 1: Room revenue
(seasonally adjusted)

	Oct-09 ($000)	Sep-09 ($000)	change %
Accommodation Type			
Total	144,986	144,949	0.0
Hotels	105,497	105,292	+ 0.2
Motels	17,001	17,301	– 1.7
All other accommodations	22,539	22,420	+ 0.5
Regions (Top 3 performers)			
Northeast	5,759	5,280	+ 9.1
North Coast	1,882	1,855	+ 1.4
Vancouver Island/Coast	25,805	25,557	+ 1.0

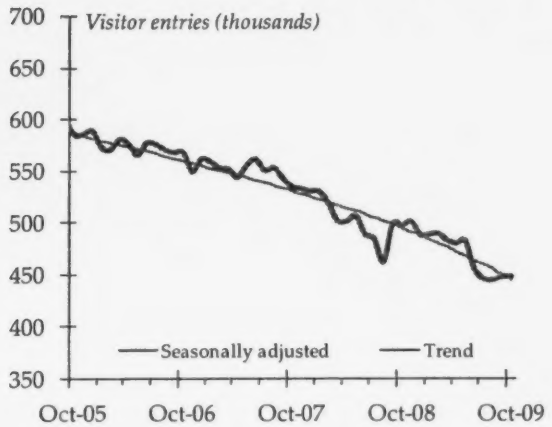
Data Source: BC Stats

Visitor entries

Total travel to Canada via BC was slightly higher (+0.1%, *seasonally adjusted*) in October. Arrivals from south of the border were up (+0.5%) as overnight visits (+1.0%) were partially offset by a drop in same-day (–0.5%) travellers.

Visitors from overseas (–1.5%) experienced another month of poor performance. Asian entries (–9.1%) fell sharply, brought on by significant declines in visits from Japan (–20.7%) and Taiwan (–14.4%). Traveller counts from European countries (+6.0%) improved as a result of more UK (+13.9%) visitors. The number of tourists from other countries (+2.4%) also rose, mainly due to a significant increase in Australian (+26.1%) entries.

Visitor entries inched higher in October



Data Source: Statistics Canada

Table 2: Visitor entries
(seasonally adjusted)

	Oct-09 (000s)	Sep-09 (000s)	change %
American visitors			
Total	346	344	+ 0.5
Same-day	108	108	– 0.5
Overnight	238	235	+ 1.0
Overseas visitors			
Total	103	105	– 1.5
Europe	40	38	+ 6.0
Germany	7	6	+ 8.8
UK	18	16	+13.9
Asia	43	47	– 9.1
Hong Kong	6	6	+ 8.5
Japan	8	10	–20.7
Taiwan	3	4	–14.4
Other	21	20	+ 2.4

Data Source: BC Stats & Statistics Canada

Other indicators

The occupancy rate at BC hotels fell (–1.1 percentage points) for the second straight month as the average room rate climbed (+1.8%) to $128.40.

Air passenger traffic at Vancouver International Airport slipped (–0.2%) as fewer domestic passengers (–0.4%) took to the air. The drop in international travellers (–1.6%) was offset by a boost in trans-border traffic (+1.7%). Victoria International Airport also lost ground (–3.3%).

Fewer vehicles (–1.3%) and foot passengers (–1.9%) boarded BC Ferries in October. This decline is possibly due to a cost-saving reduction in service between Nanaimo and Vancouver.

BC's food services and drinking places remained unchanged (0.0%) in October.

Table 3: Other tourism indicators
(seasonally adjusted)

	Oct-09	change from Sep-09
Hotel Industry		
Occupancy Rate (%)	57.9	–1.1 pp
Average Room Charge ($)	128.40	+ 1.8
Data Source: PKF		
Airport Passengers	(000s)	(%)
Vancouver International Airport		
Total Traffic	1,336	– 0.2
US (trans-border)	317	+ 1.7
Other International	297	– 1.6
Canada (domestic)	722	– 0.4
Data Source: YVR		
Victoria International Airport		
Total Traffic	127	– 3.3
Data Source: Victoria Airport Authority		
Food Services Receipts	($ millions)	(%)
All Establishments	668	0.0
Food Service	614	x
Drinking Places	52	x
Data Source: Statistics Canada		
Transportation	(000s)	(%)
BC Ferries		
Vehicle Volume	695	– 1.3
Passenger Volume	1,735	– 1.9
Data Source: BC Ferries		
Exchange Rates	Cdn $1.00	
US Dollar ($)	0.948	+0.02
UK Pound (£)	0.585	+0.02
Japanese Yen (¥)	85.660	+1.28
Australian Dollar ($)	1.046	–0.03

Data Source: Statistics Canada (pp = percentage points)

A look ahead—November 2009

Olympic spirits were high heading into November as the Olympic torch relay progressed across Vancouver Island and the rest of Canada.

Room revenues in BC saw gains (+3.1%) in November. Significant boosts in Kootenay (+6.8%), Mainland/Southwest (+5.3%) and Vancouver Island/Coast (+2.8%) was the driving force behind this expansion. However, receipts dropped in Cariboo (–0.2%), North Coast (–1.1%), Thompson/Okanagan (–2.6%), Northeast (–2.5%) and Nechako (–12.0%).

All hotels (+4.9%) grew as small (1-75 rooms; +4.3%), mid-size (76-150 rooms; +2.0%) and large (151-250 rooms; +1.3%) hotels saw revenues climb. Very large (251+ rooms; +10.1%) hotels, in particular, experienced its largest swell in the last four years. Despite this positive note, motels (–2.2%) vacation rentals (–1.6%) and other accommodations (–1.7%) all experienced a slower month.

Hotel occupancy also rose (+0.4 percentage points) up to 58.3%. BC's average room rate continued to rally (+2.5%) to $131.60.

BC's major airports saw a reprieve from the performance drop of the previous month. Vancouver International Airport welcomed higher domestic (+0.2%) and international (+4.6%) volume, which was marginally offset by a slip in the number of trans-border (–0.1%) tourists. Passenger traffic at Victoria International Airport bounced back (+3.1%).

BC Ferries experienced another month of successive declines, as vehicle (–1.2%) and foot passenger (–1.2%) volumes fell. November was a particularly troublesome month in terms of the weather, which may have contributed to this slump.

A contraction in receipts at food service (–1.3%) establishments drove the November decline at BC's food services and drinking places industry (–1.2%), despite an uptick (+0.4%) in revenues at drinking places.

Note about preliminary numbers

Companies file their hotel room taxes with varying delays. The initial data retrieved by BC Stats may be revised considerably over the following months. BC Stats reports room revenues with a three-month lag. For example, data for January are not reported until April. However, we also report "preliminary data" with a two-month lag.

How accurate is the preliminary data? Over 24 reports in 2006–2008, seasonally adjusted preliminary numbers—reported in the "look ahead" section—were lower than subsequently reported estimates by an average of 0.2 percentage points, thereby either underestimating growths or overestimating declines. This is partly because the initial data retrieved at the time the estimates are calculated are not always complete. For example, if the preliminary figure is 1.5, the actual number probably is around 1.7. And if the preliminary figure is –0.5, the actual number is about –0.3.

Special Focus: BC's food service and drinking places

Introduction

With the highest density of establishments in the country (244 locations per 100,000 population) and the source of roughly 2% of British Columbia's total economic activity, it is clear that the food services and drinking places industry is an important part of BC's economy. While locals remain responsible for the largest share of business in this industry (about 75% in 2007, with the remainder coming from tourists), it is still a key contributor to the province's tourism sector.

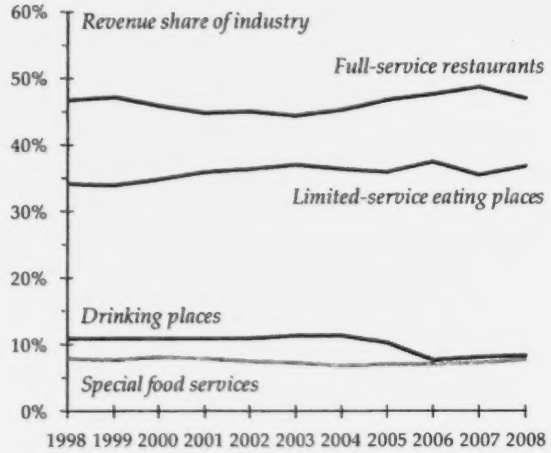
In this month's special focus, BC's food service industry will be examined briefly by looking at how sales and employment have evolved over the past decade and how spending habits by consumers have changed over the years.

Industry composition

The industry can be divided into four main subcategories: full-service restaurants (family and fine-dining restaurants), limited-service eating places (fast food outlets, take-outs and coffee shops), special food services (food service contractors and caterers) and drinking places (bars, pubs and night clubs).

As an indication of market shares, nearly half (47%) of receipts in 2008 came from full-service restaurants and over a third (37%) was attributable to limited-service establishments. The remaining was split evenly between special food services (8%) and drinking places (8%). These shares have remained fairly consistent over the last decade with the exception of drinking places which has seen its share dip slightly from 11% in 1999 to 8% in 2008.

Drinking places has seen their share of industry revenues slip from 11% to 8% over the past decade while the share attributable to limited-service establishments rose from 34% to 37%

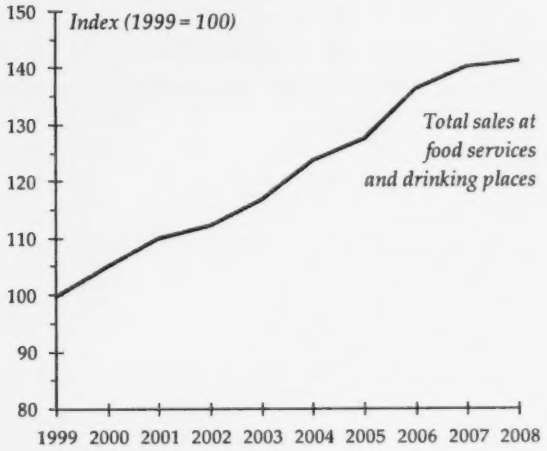


Data Source: Statistics Canada & BC Stats

Provincial revenue and expenditure

Between 1999 and 2008, total sales by the food services and drinking places industry rose 41.4% to $7.7 billion. In particular, the food services industry (full-service restaurants, limited-service eating places and special food services combined) grew at a similar pace (+45.4%), while drinking places failed to keep up, managing only 8.5% growth.

Total sales at food services and drinking places in BC rose 41.4% between 1999 and 2008



Data Source: Statistics Canada

What was the driving force behind this large increase? Most certainly there has been volume changes in BC (due to population growth and an increase in tourist visits), although the cost of doing business has also increased.

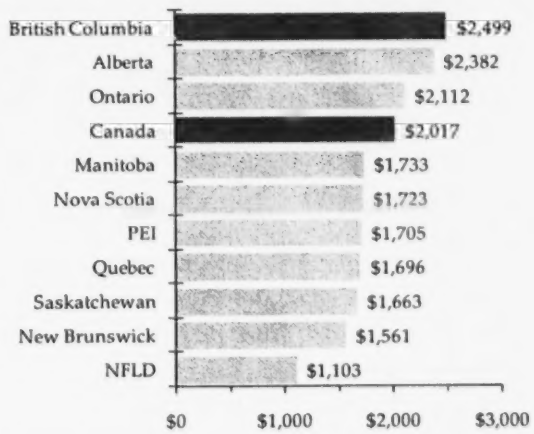
Two elements that contribute heavily (above two-thirds) to business expenditure in this industry is the cost of stock—food and beverage items for sale—and investment in labour through employment. These expenses have been growing also over the last couple of years.

Typically, food and drink being sold at food services and drinking places account for more than a third (36%) of all expenses (sales of merchandise and other revenues made up just 3% of total revenue). The cost of store-purchased food has increased by more than one-tenth (+13.2%) between 1999 and 2007, according to the Consumer Price Index. Wages and salaries, however, accounting for roughly one-third of total costs, rose by almost three times this amount (36.7%) over the period 2001 to 2007[1].

Interestingly enough, this expansion in sales may have been even greater. In fact, proprietors seem to be eating some of the increased costs associated with conducting business in general rather than increasing sale prices and losing clientele[2]. As a consequence, sale prices have been growing slower in order to make "eating out" still affordable.

BC locals are clearly spending more money on food purchases in restaurants. In fact, households in BC spent an average of $2,499 on meals and beverages purchased from restaurants in 2007[3]. This level exceeds the national average ($2,017) by roughly one quarter (24%) and is nearly 5% higher than the average amount spent in Alberta, the province with the next highest household expenditure at restaurants ($2,382).

In 2007, BC households spent far more in restaurants than any other province



Data Source: Statistics Canada – Survey of Household Spending (SHS)

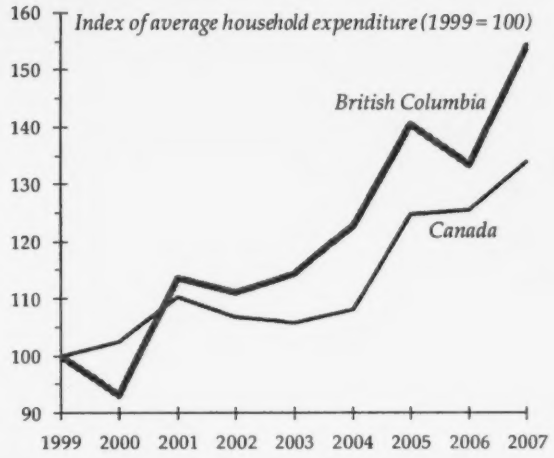
[1] Data via Statistics Canada's *Annual Survey of Service Industries* only covers 2001 to 2007.

[2] The industry's profit margins (the difference between the revenues and expenses expressed as a percentage of revenues) have *dipped* slightly from 4.9% in 2001 to 4.4% in 2007.

[3] 2007 is the latest year for which data on household spending is available. Data is based on the 2007 *Survey of Household Spending* (SHS).

Moreover, BC's average household spending at restaurants has been higher than the national average since 2001.

Growth in BC's average household spending in restaurants has outpaced the national average



Data Source: Statistics Canada – Survey of Household Spending (SHS)

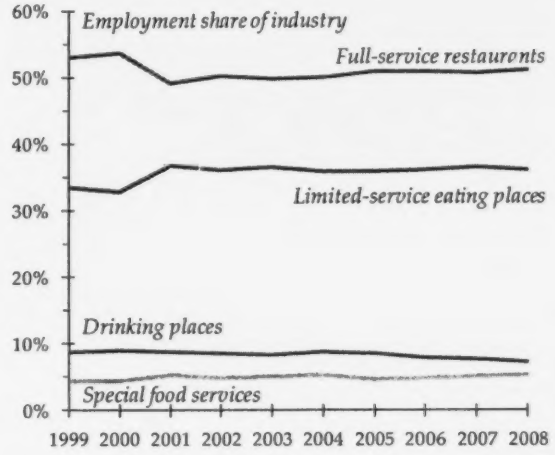
As a percentage of average total food expenditures, British Columbians spent more of their food budget (27% in 2007) on restaurant meals (beverages excluded) than residents of any provinces. In fact, they have been spending more since 2002.

Employment and earnings

In 2008, British Columbia's food service industry was responsible for providing approximately 149,000 jobs[4]. Between 1999 and 2008, employment in the industry rose by more than one-third (+35.3%) and consistently increased from year to year.

At the sub-industry level, full-service restaurants accounted for the largest share of food service jobs, more than half (51%) in 2008. The second largest employer was limited-service eateries with just over one-third (36%) while special food services (5%) and drinking places (7%) each providing relatively fewer jobs.

An exchange of employment shares between full and limited-service restaurants occurred at the turn of the century



Data Source: Statistics Canada

A noticeable shift in employment from full to limited-service restaurants occurred in 2001 as, perhaps, industry demand changed.

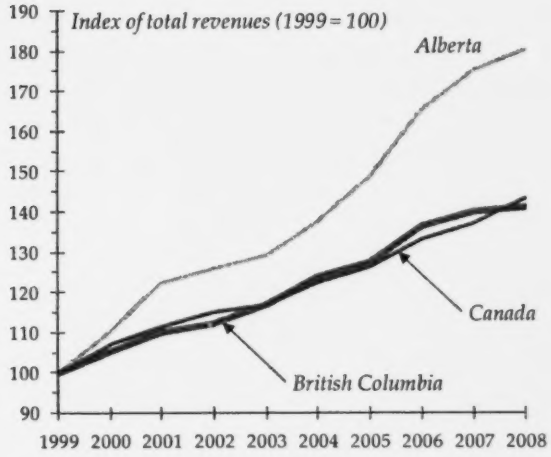
Food service workers earned (not including tips/gratuities, *etc.*) an average of $295.80 per week in 2008 — up 16% from earnings in 1999.

National comparison

Compared to the rest of Canada, British Columbia's food service industry can be said to follow the national trend quite closely. Most other provinces have also seen growth in receipts at or near the national average.

[4] Employment estimates are based on the *Survey of Employment, Payrolls and Hours* (SEPH).

Revenues in BC's food service and drinking places industry have risen in step with the national average while revenues in Alberta have taken off



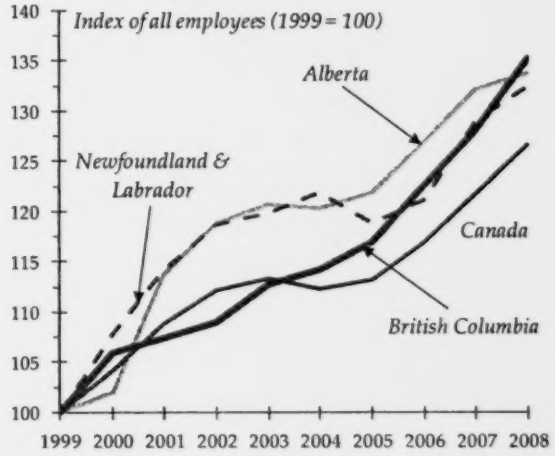
Data Source: Statistics Canada & BC Stats

Only one province, Prince Edward Island, has experienced a downturn in sales (–1.2%) while proprietors in Alberta have seen a near doubling of revenues (+80.5%).

In 2008, just over 13% of Canadians lived in British Columbia. However, in that same year, BC held more than a 16% share of the nation's food service industry receipts. Looking at the sub-industry level the story is even more interesting as BC's drinking places make up 25% of the total Canadian revenues even though just 13% of the nation's adult population aged 20 years and older lives in BC.

At the national level, employment in food services increased 26.8% between 1999 and 2008. While taking the entire period into account puts British Columbia on top in terms of growth, comparable increases in employment were also registered in Alberta (+33.9%) and Newfoundland and Labrador (+32.5%). Indeed, for much of the last decade, employment growth in these two provinces exceeded BC.

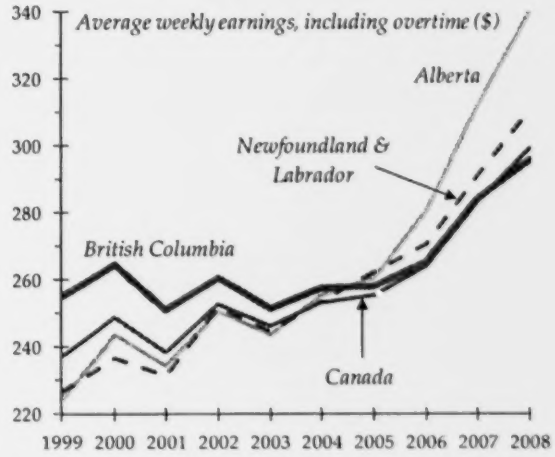
Since 2004, the number of jobs in the industry has risen more quickly in BC than the national average



Data Source: Statistics Canada & BC Stats

Average earnings in BC's food industry were only slightly less than the Canadian average ($299.30) but significantly lower than food service workers in Alberta ($340.07) and Newfoundland and Labrador ($310.63).

Albertan food service workers earn the highest average weekly wage in Canada



Data Source: Statistics Canada

Conclusion

Overall, the food service industry in BC has continued to record increased levels of revenue and employment. Workers in the industry, however, earn comparatively less than their counterparts in both Alberta or Newfoundland and Labrador. That said, British Columbian households tend to spend more on restaurant meals, on average, than they do in any other province.

Table 1: Room Revenue by Development Region ($000), Seasonally Adjusted

Period	Vancouver Island/Coast	Mainland/ Southwest	Thompson/ Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
Annual data									
2004	293,800	870,904	219,949	77,720	43,735	21,257	8,280	51,540	1,587,185
2005	309,134	910,093	236,479	81,467	49,272	22,070	9,649	63,400	1,681,564
2006	323,895	973,879	259,128	88,989	54,701	23,127	9,791	74,099	1,807,609
2007	351,617	1,044,766	293,097	105,026	61,892	27,682	11,246	68,633	1,963,959
2008	340,450	1,056,622	298,525	104,155	62,202	27,376	10,891	77,237	1,977,458
Annual growth rates									
2004	8.1	6.6	8.7	6.1	6.4	2.7	– 1.7	11.9	7.2
2005	5.2	4.5	7.5	4.8	12.7	3.8	16.5	23.0	5.9
2006	4.8	7.0	9.6	9.2	11.0	4.8	1.5	16.9	7.5
2007	8.6	7.3	13.1	18.0	13.1	19.7	14.9	– 7.4	8.6
2008	– 3.2	1.1	1.9	– 0.8	0.5	– 1.1	– 3.2	12.5	0.7
Monthly data									
Oct-08	27,781	86,233	24,848	8,525	4,999	2,205	906	6,933	162,430
Nov-08	28,176	82,956	24,900	10,903	4,791	2,269	914	6,932	161,842
Dec-08	26,916	82,214	23,179	8,113	4,961	2,636	886	6,489	155,394
Jan-09	26,095	79,880	23,350	7,616	4,744	2,586	689	6,375	151,335
Feb-09	27,677	79,453	23,574	7,448	4,607	2,190	792	5,392	151,132
Mar-09	25,664	75,957	22,299	7,560	4,442	2,012	857	5,181	143,972
Apr-09	25,127	77,778	22,779	7,788	4,369	1,917	899	5,495	146,152
May-09	25,203	74,319	21,512	7,807	4,361	1,928	756	5,578	141,463
Jun-09	24,498	72,603	22,001	7,563	4,463	1,801	842	5,908	139,680
Jul-09	25,110	74,083	22,568	7,813	4,487	1,943	845	5,501	142,351
Aug-09	25,089	75,970	22,077	7,662	4,505	1,980	907	5,307	143,497
Sep-09	25,557	76,934	22,003	7,846	4,614	1,855	861	5,280	144,949
Oct-09	25,805	76,902	21,777	7,488	4,523	1,882	850	5,759	144,986
Month-over-month growth rates									
Oct-08	1.5	2.0	4.0	4.4	1.0	5.8	– 0.2	0.3	2.3
Nov-08	1.4	– 3.8	0.2	27.9	– 4.1	2.9	0.8	0.0	– 0.4
Dec-08	– 4.5	– 0.9	– 6.9	–25.6	3.5	16.2	– 3.0	– 6.4	– 4.0
Jan-09	– 3.1	– 2.8	0.7	– 6.1	– 4.4	– 1.9	–22.2	– 1.7	– 2.6
Feb-09	6.1	– 0.5	1.0	– 2.2	– 2.9	–15.3	14.8	–15.4	– 0.1
Mar-09	– 7.3	– 4.4	– 5.4	1.5	– 3.6	– 8.1	8.3	– 3.9	– 4.7
Apr-09	– 2.1	2.4	2.2	3.0	– 1.6	– 4.7	4.8	6.1	1.5
May-09	0.3	– 4.4	– 5.6	0.2	– 0.2	0.6	–15.9	1.5	– 3.2
Jun-09	– 2.8	– 2.3	2.3	– 3.1	2.3	– 6.6	11.4	5.9	– 1.3
Jul-09	2.5	2.0	2.6	3.3	0.5	7.9	0.4	– 6.9	1.9
Aug-09	– 0.1	2.5	– 2.2	– 1.9	0.4	1.9	7.4	– 3.5	0.8
Sep-09	1.9	1.3	– 0.3	2.4	2.4	– 6.3	– 5.1	– 0.5	1.0
Oct-09	1.0	0.0	– 1.0	– 4.6	– 2.0	1.4	– 1.3	9.1	0.0

October month-over-month growth rates

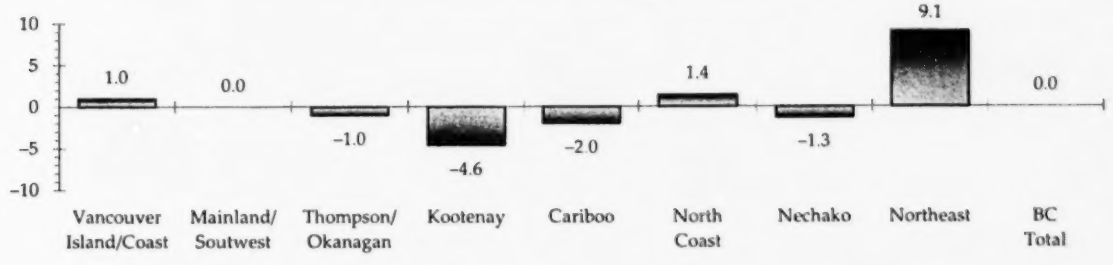


Table 2: Room Revenue by Accommodation Type ($000), Seasonally Adjusted

Period	Hotels (Rooms)				Motels	Vacation Rentals	Miscellaneous incl. Fishing Lodges
	251+	151-250	76-150	1-75			
Annual data							
2004	450,729	206,157	327,095	155,194	199,464	140,485	108,062
2005	464,550	220,831	353,450	170,111	214,522	145,630	112,469
2006	489,210	244,627	387,134	186,946	235,740	143,330	120,622
2007	517,695	261,655	435,917	200,035	247,119	161,591	139,947
2008	516,021	260,092	455,340	199,635	240,975	159,445	145,950
Annual growth rates							
2004	8.6	6.1	9.3	6.1	6.5	3.4	5.3
2005	3.1	7.1	8.1	9.6	7.5	3.7	4.1
2006	5.3	10.8	9.5	9.9	9.9	– 1.6	7.2
2007	5.8	7.0	12.6	7.0	4.8	12.7	16.0
2008	– 0.3	– 0.6	4.5	– 0.2	– 2.5	– 1.3	4.3
Monthly data							
Oct-08	42,495	21,165	37,871	16,720	19,592	12,635	12,003
Nov-08	40,702	20,583	37,248	16,270	19,403	15,137	12,555
Dec-08	39,678	20,155	36,559	16,119	19,354	11,423	12,125
Jan-09	38,530	19,543	36,413	15,436	18,480	11,249	11,296
Feb-09	40,020	19,650	36,052	15,721	18,166	10,607	10,901
Mar-09	36,578	19,079	34,920	14,927	17,184	10,465	10,847
Apr-09	38,133	18,483	34,959	15,124	16,979	11,438	10,987
May-09	35,279	18,234	34,658	14,623	16,849	11,172	10,712
Jun-09	34,949	17,617	34,728	14,357	16,923	10,931	10,244
Jul-09	35,785	18,350	34,871	14,612	17,089	10,771	10,956
Aug-09	35,493	18,694	35,545	14,581	17,158	11,343	10,775
Sep-09	35,928	18,674	35,702	14,987	17,301	11,541	10,878
Oct-09	35,478	18,801	35,980	15,238	17,001	11,524	11,015
Month-over-month growth rates							
Oct-08	3.2	1.0	2.0	4.5	1.7	4.1	– 1.0
Nov-08	– 4.2	– 2.8	– 1.6	– 2.7	– 1.0	19.8	4.6
Dec-08	– 2.5	– 2.1	– 1.8	– 0.9	– 0.2	–24.5	– 3.4
Jan-09	– 2.9	– 3.0	– 0.4	– 4.2	– 4.5	– 1.5	– 6.8
Feb-09	3.9	0.6	– 1.0	1.8	– 1.7	– 5.7	– 3.5
Mar-09	– 8.6	– 2.9	– 3.1	– 5.1	– 5.4	– 1.3	– 0.5
Apr-09	4.3	– 3.1	0.1	1.3	– 1.2	9.3	1.3
May-09	– 7.5	– 1.3	– 0.9	– 3.3	– 0.8	– 2.3	– 2.5
Jun-09	– 0.9	– 3.4	0.2	– 1.8	0.4	– 2.2	– 4.4
Jul-09	2.4	4.2	0.4	1.8	1.0	– 1.5	7.0
Aug-09	– 0.8	1.9	1.9	– 0.2	0.4	5.3	– 1.7
Sep-09	1.2	– 0.1	0.4	2.8	0.8	1.7	1.0
Oct-09	– 1.3	0.7	0.8	1.7	– 1.7	– 0.1	1.3

October month-over-month growth rates

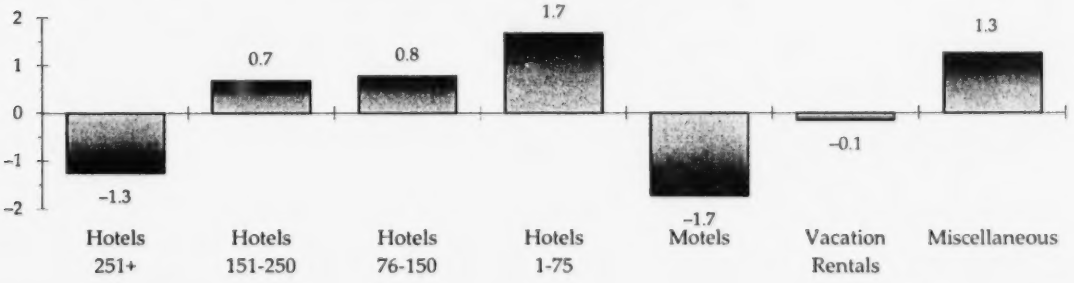


Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue ($000)		% change from		Properties (#)	# chg from	Rooms (#)	# chg from
	Oct-09	YTD 09	Oct-08	YTD 08	Oct-09	Oct-08	Oct-09	Oct-08
Vancouver Island/Coast								
17 Capital								
All accommodation types	**12,300**	**149,812**	**- 6.4**	**- 10.9**	**152**	**-13**	**8,265**	**-205**
Hotels	10,568	127,616	- 6.0	- 10.0	65	- 3	5,787	-154
76-150 Rooms	2,585	32,743	2.7	- 4.9	20	0	1,984	33
1-75 Rooms	2,282	25,946	- 3.5	- 13.1	34	- 3	1,316	-187
Motels	659	7,648	- 3.8	- 21.6	21	2	1,002	182
Miscellaneous	795	9,863	- 16.3	- 12.1	37	- 1	1,180	-112
19 Cowichan Valley								
All accommodation types	**700**	**8,407**	**- 9.1**	**- 19.7**	**29**	**- 4**	**615**	**- 95**
Motels	96	1,474	- 8.3	- 27.0	12	- 1	237	- 12
21 Nanaimo								
All accommodation types	**2,772**	**36,095**	**- 5.9**	**- 4.3**	**59**	**- 3**	**2,406**	**-115**
Hotels	1,244	16,060	- 5.7	1.9	14	0	962	0
Motels	595	7,632	- 3.3	- 15.9	21	- 1	642	8
23 Alberni-Clayoquot								
All accommodation types	**3,350**	**42,913**	**2.3**	**- 4.1**	**59**	**- 1**	**1,559**	**62**
Motels	253	3,850	- 7.9	- 10.9	20	- 1	390	- 7
Vacation Rentals	1,131	15,553	6.4	- 2.5	16	- 2	311	- 9
Miscellaneous	910	9,478	- 16.2	- 18.0	11	0	229	- 59
25 Comox Valley +								
26 Strathcona								
All accommodation types	**2,195**	**29,787**	**- 6.0**	**- 13.9**	**63**	**- 3**	**1,922**	**41**
Motels	500	5,850	- 16.7	- 23.6	24	0	694	13
Vacation Rentals	148	3,953	- 26.2	- 11.4	14	- 4	156	- 43
27 Powell River								
All accommodation types	**274**	**4,109**	**- 19.5**	**- 16.1**	**18**	**- 2**	**377**	**- 11**
43 Mount Waddington								
All accommodation types	**340**	**6,444**	**- 34.1**	**- 15.8**	**20**	**- 1**	**562**	**- 86**

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue ($000)		% change from		Properties (#)	# chg from	Rooms (#)	# chg from
	Oct-09	YTD 09	Oct-08	YTD 08	Oct-09	Oct-08	Oct-09	Oct-08
Mainland/Southwest								
09 Fraser Valley								
All accommodation types	**3,461**	**36,720**	**– 8.0**	**– 8.8**	**62**	**– 3**	**2,243**	**–130**
Hotels	2,592	26,500	– 6.3	– 8.5	16	– 1	1,243	–110
Motels	684	7,701	– 10.6	– 11.9	32	– 1	884	– 26
15 Greater Vancouver								
All accommodation types	**54,764**	**613,502**	**– 10.6**	**– 13.9**	**224**	**0**	**27,565**	**97**
Hotels	51,760	572,559	– 11.1	– 13.7	158	3	23,162	112
251+ Rooms	25,087	280,826	– 15.4	– 15.5	22	0	8,953	0
151-250 Rooms	10,305	113,342	– 13.2	– 15.8	27	0	5,285	0
76-150 Rooms	13,303	144,764	– 2.8	– 9.5	63	0	6,712	20
1-75 Rooms	3,065	33,627	1.7	– 8.9	46	3	2,212	92
Motels	2,040	23,549	– 5.4	– 16.4	36	0	1,876	0
Vacation Rentals	442	7,364	25.3	– 9.9	11	– 5	440	– 43
Miscellaneous	522	9,912	– 0.5	– 21.5	19	2	2,087	28
29 Sunshine Coast								
All accommodation types	**519**	**6,957**	**2.1**	**11.3**	**23**	**1**	**407**	**27**
31 Squamish-Lillooet								
All accommodation types	**5,513**	**143,259**	**– 8.8**	**– 16.7**	**78**	**–10**	**5,273**	**–114**
Hotels	4,856	111,023	– 7.3	– 13.9	34	0	3,753	0
76-150 Rooms	1,459	33,817	11.6	– 3.3	14	0	1,316	0
Vacation Rentals	347	23,727	– 7.6	– 26.2	22	– 5	1,017	– 49
Thompson/Okanagan								
07 Okanagan-Similkameen								
All accommodation types	**2,747**	**50,922**	**– 14.2**	**– 5.8**	**102**	**– 1**	**3,388**	**77**
Hotels	1,181	18,990	– 20.0	– 7.7	11	0	986	0
Motels	892	18,549	– 20.1	– 9.2	64	0	1,624	– 35
33 Thompson-Nicola								
All accommodation types	**4,069**	**58,097**	**– 18.1**	**– 13.8**	**129**	**– 4**	**5,102**	**12**
Hotels	2,011	26,721	– 19.1	– 15.2	25	– 4	1,861	– 94
1-75 Rooms	365	4,777	– 12.2	– 13.0	14	– 4	543	– 94
Motels	1,628	19,429	– 15.4	– 11.8	66	1	2,075	35
Miscellaneous	292	5,851	– 24.1	– 1.9	20	1	795	90
35 Central Okanagan								
All accommodation types	**5,599**	**66,380**	**– 8.8**	**– 13.7**	**57**	**5**	**3,590**	**290**
Hotels	3,785	41,985	– 12.1	– 11.3	16	3	1,813	186
Motels	967	13,388	– 11.6	– 15.1	20	0	1,071	0
37 North Okanagan								
All accommodation types	**1,365**	**21,079**	**– 4.9**	**– 6.6**	**36**	**1**	**1,435**	**109**
Hotels	1,033	12,201	– 2.4	– 8.8	11	0	787	5
Motels	286	4,191	– 3.8	– 8.0	14	0	463	0
39 Columbia-Shuswap								
All accommodation types	**2,153**	**47,270**	**– 18.8**	**– 9.4**	**88**	**1**	**3,377**	**–121**
Hotels	1,078	22,483	– 26.9	– 5.9	21	– 2	1,518	–100
Motels	823	13,340	– 7.3	– 13.0	35	– 1	1,283	– 6

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue ($000) Oct-09	Revenue ($000) YTD 09	Revenue % change from Oct-08	Revenue % change from YTD 08	Properties (#) Oct-09	Properties # chg from Oct-08	Rooms (#) Oct-09	Rooms # chg from Oct-08
Kootenay								
01 East Kootenay								
All accommodation types	**2,622**	**47,993**	**- 18.3**	**- 12.9**	**121**	**- 1**	**4,547**	**121**
Hotels	1,319	17,454	- 19.9	- 14.3	28	0	1,689	0
76-150 Rooms	845	10,836	- 21.1	- 14.2	11	0	1,028	0
1-75 Rooms	474	6,618	- 17.7	- 14.3	17	0	661	0
Motels	520	7,314	- 24.1	- 15.7	41	0	900	- 22
Vacation Rentals	213	12,127	- 19.5	- 11.2	31	- 1	1,058	- 2
Miscellaneous	570	11,097	- 7.3	- 10.5	21	0	900	145
03 Central Kootenay								
All accommodation types	**1,621**	**19,609**	**- 5.1**	**- 7.0**	**67**	**- 3**	**1,521**	**- 34**
Hotels	732	7,844	- 3.1	- 11.0	13	- 1	592	- 7
Motels	533	5,976	- 5.5	0.1	28	- 3	615	- 27
Vacation Rentals	55	951	- 12.5	- 10.8	11	0	84	- 5
Miscellaneous	301	4,839	- 7.6	- 7.5	15	1	230	5
05 Kootenay Boundary								
All accommodation types	**492**	**13,474**	**2.6**	**- 15.4**	**30**	**0**	**681**	**- 6**
Motels	252	3,060	- 3.8	- 13.9	19	0	395	0
Cariboo								
41 Cariboo								
All accommodation types	**1,551**	**17,404**	**- 9.2**	**- 10.2**	**74**	**- 4**	**1,756**	**- 60**
Hotels	671	7,275	- 14.0	- 6.3	11	0	670	0
Motels	658	6,605	- 11.6	- 13.4	29	- 3	834	- 51
Miscellaneous	143	1,545	14.0	- 11.3	10	0	82	- 9
53 Fraser-Fort George								
All accommodation types	**3,085**	**30,239**	**- 10.2**	**- 15.5**	**52**	**- 3**	**2,560**	**- 95**
Hotels	1,936	18,567	- 12.0	- 14.6	16	0	1,349	0
North Coast								
47 Skeena-Queen Charlotte								
All accommodation types	**547**	**12,902**	**- 16.8**	**- 13.1**	**27**	**- 1**	**937**	**- 20**
Hotels	381	5,598	- 13.9	- 7.5	12	1	570	14
49 Kitimat-Stikine								
All accommodation types	**814**	**9,042**	**- 21.6**	**- 9.2**	**38**	**1**	**930**	**52**
Motels	370	3,949	- 34.6	- 14.4	22	1	508	9

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue ($000)		% change from		Properties (#)	# chg from	Rooms (#)	# chg from
	Oct-09	YTD 09	Oct-08	YTD 08	Oct-09	Oct-08	Oct-09	Oct-08
Nechako								
51 Bulkley-Nechako +								
57 Stikine								
All accommodation types	**1,089**	**8,775**	**– 8.0**	**– 8.8**	**53**	**– 2**	**1,140**	**– 8**
Fishing lodges	147	611	– 21.9	– 19.1	11	– 1	60	– 14
Motels	443	3,778	– 9.7	– 11.8	18	– 1	523	– 22
Northeast								
55 Peace River +								
59 Northern Rockies†								
All accommodation types	**6,368**	**56,910**	**– 16.4**	**– 12.3**	**75**	**– 5**	**4,701**	**28**
Hotels	4,697	42,117	– 10.0	– 4.3	34	1	2,586	84
76-150 Rooms	3,712	33,714	– 4.5	3.8	18	1	1,901	86
1-75 Rooms	985	8,403	– 26.0	– 27.3	16	0	685	– 2
Motels	1,197	10,012	– 19.0	– 17.9	26	– 4	868	– 83

Note: †Effective February 6th, 2009, this regional district is known as *Northern Rockies Regional Municipality*.
Data for regions with fewer than 10 properties reporting cannot be released.
Property counts only include properties reporting revenues during the reference period.

Table 4: Room Revenue by Urban Centre, Unadjusted

Development Region/ Urban Centre	Revenue ($000)		% change from		Properties (#)	# chg from	Rooms (#)	# chg from
	Oct-09	YTD 09	Oct-08	YTD 08	Oct-09	Oct-08	Oct-09	Oct-08
Vancouver Island/Coast	**22,070**	**278,938**	**– 6.1**	**–10.0**	**408**	**–28**	**15,829**	**–413**
Victoria (C)	9,399	114,434	– 9.0	–11.7	76	– 1	5,618	20
Saanich Peninsula	841	9,786	– 7.5	– 9.7	12	– 3	516	– 59
Other CRD	2,060	25,592	7.8	– 7.7	64	– 9	2,131	–166
Nanaimo (C)	1,432	16,471	– 7.5	–11.2	21	0	1,195	14
Port Alberni (C)	264	3,661	–18.5	– 9.6	12	0	364	-
Comox Valley	1,024	12,568	– 2.3	– 6.6	15	0	700	76
Campbell River	794	10,072	– 0.3	–17.4	22	1	802	32
Tofino (DM)	2,651	32,315	0.5	– 4.6	26	– 1	768	– 7
Ucluelet (DM)	394	5,906	50.9	4.8	15	– 1	362	56
Rest of Development Region	3,210	48,133	–56.9	–54.5	145	–14	3,373	–379
Mainland/Southwest	**64,258**	**800,438**	**–10.2**	**–14.0**	**387**	**–12**	**35,488**	**–120**
Downtown Vancouver (C)	32,394	373,098	–13.9	–14.1	81	– 1	12,696	2
Other Vancouver (C)	4,399	52,946	–10.1	–15.6	37	– 1	3,371	– 40
Richmond (C)	8,453	86,494	– 7.7	–14.9	24	0	4,020	– 1
Burnaby (C)	2,610	25,660	-	-	11	2	2,088	204
Other GVRD	6,909	75,304	– 4.4	–13.4	71	0	5,390	– 68
Whistler (RM)	4,725	132,588	– 9.1	–17.8	50	– 8	4,435	– 77
Abbotsford/Mission	1,212	11,456	– 5.9	– 8.5	12	0	724	-
Hope (DM)	284	3,542	0.2	– 5.2	19	0	430	-
Rest of Development Region	3,273	39,351	-	-	82	– 4	2,334	–140
Thompson/Okanagan	**15,934**	**243,747**	**–13.4**	**–10.7**	**413**	**2**	**16,902**	**367**
Penticton (C)	1,453	23,722	–23.1	–10.4	38	0	1,640	6
Kamloops (C)	2,655	33,460	–19.5	–13.5	48	1	2,944	35
Kelowna (C)	4,864	55,475	– 9.9	–14.1	41	4	2,824	191
Vernon (C)	1,246	15,412	– 1.0	– 2.0	25	2	1,284	130
Revelstoke (C)	733	15,886	–19.0	– 3.8	26	2	1,207	34
Golden (T)	551	11,595	–17.3	–20.9	30	2	1,144	– 26
Osoyoos (T)	498	12,550	–12.4	0.4	26	0	950	106
Oliver/Okanagan Falls	216	2,990	24.8	– 8.1	16	1	236	2
Cache Creek (V)	-	-	-	-	9	– 2	208	– 40
Rest of Development Region	-	-	-	-	205	– 9	5,859	5,859
Kootenay	**4,735**	**81,076**	**–12.3**	**–12.0**	**218**	**– 4**	**6,749**	**81**
Cranbrook (C)	794	9,095	–16.0	–13.3	18	– 1	881	– 36
Fernie (C)	409	10,548	–17.2	–16.8	22	– 1	787	– 24
Nelson (C)	660	6,737	2.6	– 7.6	12	0	456	-
Kimberley	149	4,690	–12.9	– 7.2	19	0	570	59
Columbia Valley	867	19,134	–19.1	–11.9	49	1	1,905	122
Rest of Development Region	2,872	54,695	–13.4	–11.2	166	– 2	4,625	141
Cariboo	**4,636**	**47,642**	**– 9.9**	**–13.6**	**126**	**– 7**	**4,316**	**–155**
Quesnel (C)	287	3,276	–23.3	–19.1	15	0	470	-
Williams Lake (C)	605	5,930	– 9.9	– 2.6	10	– 2	545	– 49
Prince George (C)	2,605	22,821	– 6.2	–15.9	27	– 1	1,833	– 30
Valemount/Robson Valley	313	5,274	–31.2	–15.5	15	– 1	434	– 46
Rest of Development Region	1,139	15,616	–13.8	–12.6	74	– 4	1,468	– 76

Table 4: Room Revenue by Urban Centre, Unadjusted

Development Region/ Urban Centre	Revenue ($000)		% change from		Properties (#)	# chg from	Rooms (#)	# chg from
	Oct-09	YTD 09	Oct-08	YTD 08	Oct-09	Oct-08	Oct-09	Oct-08
North Coast	**1,361**	**21,944**	**-19.7**	**-11.5**	**65**	**0**	**1,867**	**32**
Prince Rupert (C)	433	7,290	-24.7	- 8.9	16	- 1	780	- 4
Terrace (C)	-	-	-	-	9	0	319	-
Rest of Development Region	-	-	-	-	40	1	768	36
Nechako	**1,089**	**8,775**	**- 8.0**	**- 8.8**	**53**	**- 2**	**1,140**	**- 8**
Smithers (T)	655	4,750	-10.4	-10.2	18	0	473	19
Rest of Development Region	434	4,025	- 4.0	- 7.2	35	- 2	667	- 27
Northeast	**6,368**	**56,910**	**-16.4**	**-12.3**	**75**	**- 5**	**4,701**	**28**
Dawson Creek (C)	1,669	12,740	3.8	2.9	15	- 1	633	- 41
Fort St. John (C)	1,715	14,359	-20.2	-22.3	15	0	1,143	-
Rest of Development Region	2,984	29,811	-22.8	-12.5	45	- 4	2,925	69

Note: Data for regions with fewer than 10 properties reporting cannot be released.
Property counts only include properties reporting revenues during the reference period.

Table 5: Historical Room Revenue by Development Region ($000), Unadjusted

Period	Vancouver Island/Coast	Mainland/ Southwest	Thompson/ Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
Annual data									
2004	293,800	870,904	219,949	77,720	43,735	21,257	8,280	51,540	1,587,185
2005	309,134	910,093	236,479	81,467	49,272	22,070	9,649	63,400	1,681,564
2006	323,895	973,879	259,128	88,989	54,701	23,127	9,791	74,099	1,807,609
2007	351,617	1,044,766	293,097	105,026	61,892	27,682	11,246	68,633	1,963,959
2008	340,450	1,056,622	298,525	104,155	62,202	27,376	10,891	77,237	1,977,458
Annual growth rates									
2004	8.1	6.6	8.7	6.1	6.4	2.7	– 1.7	11.9	7.2
2005	5.2	4.5	7.5	4.8	12.7	3.8	16.5	23.0	5.9
2006	4.8	7.0	9.6	9.2	11.0	4.8	1.5	16.9	7.5
2007	8.6	7.3	13.1	18.0	13.1	19.7	14.9	– 7.4	8.6
2008	– 3.2	1.1	1.9	– 0.8	0.5	– 1.1	– 3.2	12.5	0.7
Monthly data									
Oct-08	23,512	71,564	18,400	5,398	5,144	1,696	1,183	7,620	134,517
Nov-08	16,188	54,771	11,844	3,727	3,590	1,389	712	6,890	99,111
Dec-08	14,248	70,682	13,624	8,331	3,462	1,179	555	5,421	117,502
Jan-09	12,066	69,088	14,693	8,660	3,157	960	393	6,601	115,617
Feb-09	15,902	75,141	16,090	9,920	3,182	1,424	498	6,193	128,351
Mar-09	19,162	77,003	17,476	8,831	3,784	1,372	687	6,613	134,928
Apr-09	20,400	66,242	14,959	5,235	3,691	1,166	634	4,215	116,542
May-09	27,737	76,191	20,727	5,775	4,619	1,931	688	3,922	141,590
Jun-09	31,865	84,075	27,376	6,824	5,447	2,964	1,047	5,865	165,463
Jul-09	44,186	96,031	42,601	10,881	6,349	4,166	1,153	5,712	211,078
Aug-09	49,665	105,935	47,140	11,827	6,720	3,973	1,332	5,684	232,277
Sep-09	35,882	86,473	26,750	8,389	6,058	2,627	1,254	5,738	173,171
Oct-09	22,070	64,258	15,934	4,735	4,636	1,361	1,089	6,368	120,451
Year-over-year percent changes									
Oct-08	– 3.6	– 2.7	4.9	– 6.9	– 4.9	– 0.1	– 4.9	36.2	– 0.5
Nov-08	– 1.9	– 5.6	– 0.2	– 9.8	–12.6	2.5	– 6.8	30.7	– 2.8
Dec-08	– 6.9	– 9.5	–10.5	– 6.7	– 9.4	21.8	– 2.4	12.1	– 8.0
Jan-09	–11.2	–13.2	– 6.9	–16.5	– 9.9	0.0	–23.2	27.7	–10.7
Feb-09	– 4.1	–14.4	– 7.3	–16.7	–13.1	– 4.5	–13.6	– 4.4	–12.0
Mar-09	–11.4	–17.4	–14.6	–14.6	–17.7	– 9.4	– 6.6	–10.9	–15.6
Apr-09	– 9.8	–11.3	– 7.3	1.4	–20.8	–13.7	–14.2	–27.7	–11.2
May-09	–10.9	–18.0	–15.6	–15.4	–17.3	–11.9	–16.2	–12.6	–16.0
Jun-09	–17.3	–20.6	–15.2	–18.6	–18.8	–23.6	– 9.1	–12.2	–18.7
Jul-09	– 8.5	–14.4	– 3.5	– 4.1	–12.6	–12.4	– 7.7	–14.9	–10.6
Aug-09	–11.4	–11.2	–14.1	–12.5	–10.8	– 0.6	2.3	–20.3	–11.9
Sep-09	– 5.7	– 7.9	– 7.8	– 5.2	– 6.6	–11.7	– 7.4	–22.4	– 7.9
Oct-09	– 6.1	–10.2	–13.4	–12.3	– 9.9	–19.7	– 8.0	–16.4	–10.5

October year-over-year growth rates

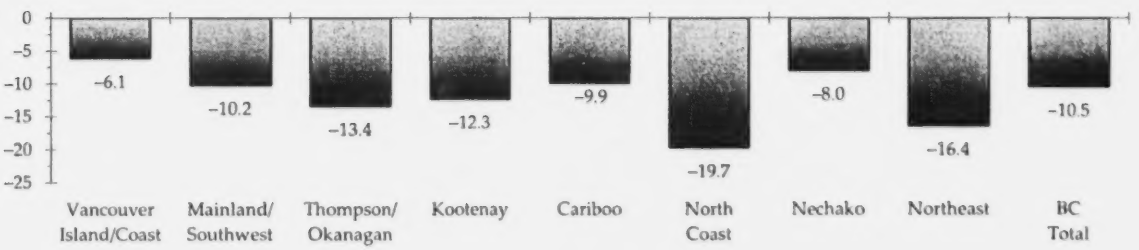


Table 6: Traveller Entries to Canada via BC (000s), Seasonally Adjusted

Period	Total	USA			Overseas			
		Total	Same-day	Overnight	*Total*	Asia	Europe	Other[†]
Annual data								
2004	7,448	6,039	2,478	3,562	1,409	716	458	235
2005	7,225	5,751	2,314	3,436	1,474	724	494	257
2006	6,846	5,380	1,945	3,435	1,466	717	493	257
2007	6,577	5,062	1,765	3,297	1,515	699	519	297
2008	5,989	4,476	1,432	3,044	1,513	673	514	326
Annual percent changes								
2004	1.5	– 1.6	– 4.0	0.1	17.6	23.9	11.7	11.6
2005	– 3.0	– 4.8	– 6.6	– 3.5	4.6	1.1	7.8	9.3
2006	– 5.2	– 6.5	–16.0	0.0	– 0.5	– 0.9	– 0.2	0.0
2007	– 3.9	– 5.9	– 9.2	– 4.0	3.3	– 2.5	5.3	15.6
2008	– 8.9	–11.6	–18.9	– 7.7	– 0.1	– 3.8	– 1.0	10.0
Monthly data								
Nov-08	502	380	120	259	122	53	41	28
Dec-08	489	368	107	261	121	55	41	25
Jan-09	490	370	122	248	119	53	41	26
Feb-09	490	371	124	247	119	53	40	26
Mar-09	483	369	122	246	115	52	38	24
Apr-09	481	364	120	244	116	52	41	24
May-09	483	374	132	242	109	49	39	22
Jun-09	456	353	119	234	103	44	37	22
Jul-09	447	339	105	234	107	46	38	23
Aug-09	445	338	108	230	108	47	39	22
Sep-09	448	344	108	235	105	47	38	20
Oct-09	449	346	108	238	103	43	40	21
Nov-09	455	349	109	240	106	45	41	20
Month-over-month growth rates								
Nov-08	0.8	1.8	– 0.1	2.7	– 2.2	– 0.2	– 4.5	– 2.6
Dec-08	– 2.6	– 3.0	–10.8	0.6	– 1.3	2.9	– 0.4	–10.8
Jan-09	0.2	0.5	13.8	– 4.9	– 1.0	– 3.9	– 0.2	4.1
Feb-09	0.0	0.2	1.5	– 0.5	– 0.4	0.3	– 2.6	1.9
Mar-09	– 1.3	– 0.6	– 1.4	– 0.3	– 3.5	– 1.3	– 3.8	– 7.6
Apr-09	– 0.6	– 1.2	– 2.2	– 0.8	1.6	– 1.0	7.3	– 2.0
May-09	0.5	2.6	10.0	– 1.0	– 6.1	– 5.7	– 5.1	– 8.6
Jun-09	– 5.6	– 5.6	– 9.7	– 3.4	– 5.6	– 9.1	– 3.9	– 0.7
Jul-09	– 2.1	– 3.9	–11.5	0.0	4.0	4.3	1.5	7.9
Aug-09	– 0.3	– 0.5	2.7	– 1.9	0.4	1.4	3.6	– 6.9
Sep-09	0.7	1.8	0.3	2.5	– 2.9	0.4	– 4.5	– 7.3
Oct-09	0.1	0.5	– 0.5	1.0	– 1.5	– 9.1	6.0	2.4
Nov-09	1.3	0.9	1.0	0.8	2.7	4.9	2.6	– 1.7

[†] Oceania (Australia, New Zealand, and other South Pacific nations), North & South America (excluding US), and Africa.
Data Source: Statistics Canada.

Table 7: Transportation Indicators, Seasonally Adjusted

Period	Air Passenger Traffic (000s)					Other Transportation (000s)	
	Vancouver				Victoria	BC Ferries	
	Total	Domestic	Trans-border	Other Int'l.	*Total*	Vehicles	Passengers
				Annual data			
2004	15,726	7,986	3,964	3,776	1,250	8,532	21,955
2005	16,419	8,348	4,106	3,965	1,318	8,539	21,791
2006	16,925	8,712	4,253	3,961	1,390	8,530	21,689
2007	17,495	9,017	4,361	4,117	1,482	8,559	21,690
2008	17,853	9,345	4,336	4,172	1,538	8,227	20,992
				Annual growth rates			
2004	9.8	9.9	3.9	16.5	5.7	3.3	2.8
2005	4.4	4.5	3.6	5.0	5.5	0.1	- 0.7
2006	3.1	4.4	3.6	- 0.1	5.4	- 0.1	- 0.5
2007	3.4	3.5	2.6	4.0	6.6	0.3	0.0
2008	2.0	3.6	- 0.6	1.3	3.8	- 3.9	- 3.2
				Monthly data			
Nov-08	1,445	763	343	339	131	675	1,726
Dec-08	1,413	739	337	338	117	634	1,653
Jan-09	1,389	714	333	342	128	705	1,759
Feb-09	1,391	734	331	327	125	681	1,737
Mar-09	1,365	718	328	319	125	662	1,707
Apr-09	1,389	728	337	324	127	684	1,748
May-09	1,315	716	314	285	125	683	1,732
Jun-09	1,281	706	304	271	125	700	1,765
Jul-09	1,310	716	308	286	128	696	1,743
Aug-09	1,332	730	311	291	127	705	1,749
Sep-09	1,338	725	311	302	131	704	1,768
Oct-09	1,336	722	317	297	127	695	1,735
Nov-09	1,350	723	316	311	131	686	1,714
				Month-over-month growth rates			
Nov-08	1.3	0.2	- 0.7	5.8	0.8	- 0.3	- 0.8
Dec-08	- 2.2	- 3.2	- 1.9	- 0.2	-10.6	- 6.2	- 4.2
Jan-09	- 1.7	- 3.3	- 1.1	1.4	8.9	11.2	6.4
Feb-09	0.2	2.7	- 0.5	- 4.6	- 2.0	- 3.3	- 1.2
Mar-09	- 1.9	- 2.1	- 0.9	- 2.4	- 0.2	- 2.8	- 1.7
Apr-09	1.7	1.3	2.5	1.8	1.9	3.4	2.4
May-09	- 5.3	- 1.6	- 6.8	-12.1	- 2.2	- 0.3	- 0.9
Jun-09	- 2.5	- 1.3	- 3.2	- 4.8	0.6	2.6	1.9
Jul-09	2.1	1.2	1.5	5.0	1.5	- 0.5	- 1.3
Aug-09	1.7	2.0	0.7	2.0	- 0.2	1.2	0.3
Sep-09	0.5	- 0.7	0.2	3.7	3.3	- 0.1	1.1
Oct-09	- 0.2	- 0.4	1.7	- 1.6	- 3.3	- 1.3	- 1.9
Nov-09	1.1	0.2	- 0.1	4.6	3.1	- 1.2	- 1.2

Data Source: Vancouver Airport Authority, Victoria Airport Authority and BC Ferries.

x = Data currently not available.

Table 8: Tourism Sector Indicators, Seasonally Adjusted

Period	Employment in key tourism industries[1] (000s)				Hotel Industry[2]		Consumer Price Index[1]	
	Air transport[4]	Accom-modation	Food & beverage services	Arts, entertainment & recreation	Occupancy Rate[3] (%)	Room Rate ($)	Traveller accom-modation	Restaurant meals[4]
Annual data								
2004	15.5	31.5	125.8	33.1	61.3	115.7	82.5	103.6
2005	15.8	32.9	128.8	33.3	63.9	116.3	80.0	106.6
2006	16.4	35.2	135.1	35.5	65.7	121.9	77.5	109.4
2007	16.7	35.8	141.1	36.5	66.6	128.0	81.1	112.2
2008	16.5	36.4	149.0	35.6	64.4	133.6	83.5	115.1
Annual growth rates								
2004	0.4	0.1	1.3	7.1	5.1	1.7	– 8.4	1.8
2005	1.9	4.5	2.4	0.5	4.3	0.5	– 3.0	2.9
2006	3.7	6.9	4.9	6.8	2.8	4.9	– 3.2	2.5
2007	1.9	1.6	4.5	2.8	1.4	5.0	4.7	2.6
2008	– 1.3	1.7	5.5	– 2.5	– 3.3	4.4	3.0	2.6
Monthly data								
Nov-08	17.0	35.4	152.6	36.7	61.8	136.5	85.1	116.6
Dec-08	16.4	36.5	153.4	35.4	61.1	131.6	84.8	116.7
Jan-09	16.6	35.6	153.2	37.4	60.7	132.0	82.5	117.0
Feb-09	18.2	35.8	153.6	37.1	62.1	131.0	81.7	117.4
Mar-09	17.7	34.4	151.1	36.8	58.7	129.6	81.4	117.9
Apr-09	17.9	34.0	149.4	36.8	59.1	130.5	81.3	118.0
May-09	16.7	32.8	150.1	37.7	57.4	128.0	80.5	118.1
Jun-09	17.0	32.3	148.2	38.4	57.1	124.9	79.7	117.9
Jul-09	17.1	33.1	149.8	38.2	58.6	123.8	78.7	117.9
Aug-09	17.9	32.9	149.4	37.9	60.7	125.4	80.1	118.4
Sep-09	17.8	33.3	150.2	38.3	59.0	126.1	79.2	118.7
Oct-09	17.7	33.0	149.5	38.0	57.9	128.4	79.8	118.9
Nov-09	17.8	33.2	150.7	37.9	58.3	131.6	80.4	118.8
Month-over-month growth rates								
Nov-08	1.6	– 0.5	– 0.6	– 0.6	– 1.3	1.9	2.8	0.2
Dec-08	– 3.3	3.0	0.5	– 3.5	– 0.7	– 3.6	– 0.4	0.1
Jan-09	1.4	– 2.4	– 0.2	5.6	– 0.4	0.3	– 2.7	0.3
Feb-09	9.4	0.5	0.3	– 0.7	1.4	– 0.8	– 1.0	0.3
Mar-09	– 2.4	– 3.9	– 1.6	– 0.9	– 3.4	– 1.1	– 0.4	0.4
Apr-09	1.0	– 1.3	– 1.1	0.2	0.4	0.7	– 0.1	0.1
May-09	– 7.0	– 3.5	0.4	2.4	– 1.7	– 1.9	– 1.0	0.1
Jun-09	1.9	– 1.5	– 1.3	1.8	– 0.3	– 2.4	– 1.0	– 0.2
Jul-09	0.3	2.4	1.0	– 0.7	1.4	– 1.0	– 1.4	0.0
Aug-09	4.8	– 0.6	– 0.2	– 0.6	2.1	1.3	1.8	0.4
Sep-09	– 0.3	1.2	0.5	1.0	– 1.7	0.6	– 1.1	0.3
Oct-09	– 0.6	– 0.8	– 0.4	– 0.9	– 1.1	1.8	0.8	0.2
Nov-09	0.4	0.5	0.8	– 0.2	0.4	2.5	0.8	– 0.1

[1]Data Source: Statistics Canada (Employment data from Survey of Employment Payroll & Hours) and BC Stats.

[2]Data Source: Pannell Kerr Forster and BC Stats.

[3]Occupancy Rate change expressed as percentage point change.

[4]No identifiable seasonality.

Table 9: Food Services Receipts, Seasonally Adjusted

Period	Food Services and Drinking Places[1] Receipts ($ million)					
	BC[2]			Canada		
	Total	Drinking Places	Food Services	*Total*	Drinking Places	Food Services
Annual data						
2004	6,715	771	5,944	39,818	2,741	37,076
2005	6,916	712	6,203	41,190	2,724	38,466
2006	7,405	576	6,788	43,356	2,580	40,775
2007	7,611	622	6,937	44,637	2,521	42,116
2008	7,664	647	7,017	46,682	2,549	44,133
Annual growth rates						
2004	5.8	6.4	5.7	4.8	3.1	4.9
2005	3.0	– 7.6	4.4	3.4	– 0.6	3.7
2006	7.1	–19.2	9.4	5.3	– 5.3	6.0
2007	2.8	8.1	2.2	3.0	– 2.3	3.3
2008	0.7	4.0	1.2	4.6	1.1	4.8
Monthly data						
Nov-08	637	x	x	3,925	215	3,710
Dec-08	618	x	x	3,873	213	3,660
Jan-09	657	x	x	3,936	217	3,719
Feb-09	641	x	x	3,950	220	3,730
Mar-09	637	54	587	3,966	219	3,747
Apr-09	650	x	x	3,988	217	3,771
May-09	652	x	x	4,014	215	3,799
Jun-09	652	57	594	3,985	216	3,769
Jul-09	660	57	602	4,016	214	3,802
Aug-09	667	57	614	4,016	215	3,801
Sep-09	668	x	x	4,048	214	3,834
Oct-09	668	52	614	4,066	213	3,853
Nov-09	660	53	605	4,073	211	3,862
Month-over-month growth rates						
Nov-08	– 0.8	x	x	– 0.8	1.3	– 0.9
Dec-08	– 3.0	x	x	– 1.3	– 0.9	– 1.4
Jan-09	6.4	x	x	1.6	1.9	1.6
Feb-09	– 2.5	x	x	0.3	1.4	0.3
Mar-09	– 0.7	– 1.0	– 0.7	0.4	– 0.7	0.5
Apr-09	2.2	x	x	0.6	– 0.6	0.6
May-09	0.2	x	x	0.6	– 1.1	0.7
Jun-09	0.1	3.4	– 0.6	– 0.7	0.7	– 0.8
Jul-09	1.1	0.2	1.5	0.8	– 1.2	0.9
Aug-09	1.2	0.5	1.9	0.0	0.3	0.0
Sep-09	0.1	x	x	0.8	– 0.4	0.9
Oct-09	0.0	x	x	0.5	– 0.1	0.5
Nov-09	– 1.2	0.4	– 1.3	0.2	– 1.1	0.2

[1]Data Source: Statistics Canada & BC Stats. x = Data currently not available.

[2]Seasonally adjusted totals are calculated by Statistics Canada; Food Services and Drinking Places receipts are BC Stats estimates and may not sum exactly to provincial totals.

Table 10: Accommodation Category Definitions

Type	Definition
Hotel	These establishments provide suites or guest rooms within a multi-storey or high-rise structure, accessible from the interior only, and they generally offer guests a range of complementary services and amenities, such as food and beverage services, parking, laundry services, swimming pools and exercise rooms, and conference and convention facilities.
Motel	These establishments are designed to accommodate clients travelling by motor vehicle, and provide short-stay suites or guest rooms, within a one or two-storey structure, characterized by exterior access to rooms and ample parking areas adjacent to the room entrances. Limited complementary services and amenities may also be provided. These establishments typically also feature exterior access to rooms.
Freshwater/Saltwater Fishing Lodge	These establishments provide a range of services, such as access to outpost camps or housekeeping cabins, meals and guides, and they may also provide transportation to the facility, and sale of food, beverages, and fishing supplies.
Vacation Rental	These establishments provide temporary or longer-term accommodation, which, for the period of occupancy, may serve as a principal residence. These establishments may also provide complementary services, such as housekeeping, meals and laundry services. (Also includes housekeeping cottages and cabins. These establishments are designed to accommodate vacationers and may include access to private beaches and fishing.)
Miscellaneous	All other properties not included or classified as above, including adventure/ hunting lodges, bed and breakfasts, guest ranches, reservation agencies and resorts.

Table 11: Urban Centre Definitions

Urban centres (and Census subdivisions/CSDs) are classified into various types, according to official designations adopted by provincial or federal authorities. The type indicates the municipal status of a census subdivision.

Type	Definition
C	City
DM	District Municipality
RM	Resort Municipality
T	Town
V	Village